

SKILLS FRAMEWORK FOR TOURISM SKILLS MAP - MARKETING DIRECTOR

Sector	Tourism	
Sub-Sector	Attractions/Meetings, Incentives, Conferences and Exhibitions/Tour and Travel Services	
Track	Business Development, Sales, Sponsorships and Marketing	
Occupation	Marketing Professional	
Job Role	Marketing Director	
Job Role Description	<p>The Marketing Director assumes overall responsibility for the organisation's branding and marketing efforts, including brand management, marketing strategies, marketing communications and promotional campaigns. As the leader of the marketing arm of the organisation, he/she manages the organisation's brand image while leading marketing campaigns and driving marketing communications. He also leads market research on the organisation's brand awareness, market trends and target consumer landscape. Through data gathered from market research, he effectively promotes the organisation's product and service offerings.</p> <p>Innovative and forward-thinking, he keeps abreast of the market trends and major industry events and activities. He formulates commercial insights to effectively win in the marketplace with innovative marketing and communication programmes and initiatives. He serves as a mentor to direct reports and provides strategic guidance on the plans covering marketing within the organisation.</p> <p>He commutes frequently to identify and develop key marketing opportunities and stays abreast of international trends in the tourism industry by attending key international events related to his work.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage organisation's brand	Lead market research to identify market awareness and brand association
		Lead development of strategies to enhance brand reputation based on current brand position and market awareness
		Lead development of brand guidelines according to overall brand image
		Evaluate communication plans for brand guidelines
		Lead review of reputation risk exposure across business units to minimise business impact
	Develop marketing strategies	Define market research scope, methodologies and objectives
		Lead development of measures to promote product and service offerings to target customers
		Evaluate proposed marketing channels to reach target customer and market segments
		Lead review of website data to increase e-commerce traffic and presence
		Lead formulation of data-driven commercial insights and strategies to acquire and retain target customers
		Lead collaboration with key internal stakeholders to develop marketing strategies
	Manage marketing campaigns	Review marketing campaigns for alignment with brand and marketing strategies
		Set marketing campaign key performance indicators and targets
		Lead conceptualisation of marketing campaigns across traditional, digital and social media platforms
		Lead enhancement of customer experience across traditional, digital and social media platforms and customer touch points
		Develop events' themes through collaboration with internal stakeholders
		Lead evaluation of marketing campaigns performance for future improvements
	Manage marketing communications	Lead identification of target audience for public communications
		Develop client engagement strategies via social media and digital platforms

		Develop relationships with vendors and creative agencies
Support human resource, technology and/or finance operations		Lead department's financial budgeting process to acquire funds for department's activities
		Oversee department's financial budget utilisation against departmental work plans
		Drive corporate governance measures
		Manage subordinates' professional and career development
		Manage department's recruitment and retention efforts
		Review how latest technology trends can be leveraged to spur innovation in product and customer experience
		Review how current workplace technology approaches can be improved to raise productivity

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Campaign Management	Level 5	Leadership	Advanced
Brand Guideline Development	Level 5	Communication	Advanced	
Brand Portfolio Management	Level 5	Creative Thinking	Advanced	
Budgeting	Level 5	Decision Making	Advanced	
Business Data Analysis	Level 5	Problem Solving	Advanced	
Business Performance Management	Level 5			
Corporate Governance	Level 5			
Digital Marketing	Level 5			
E-Commerce Campaign Management	Level 5			
Employee and Labour Relations	Level 5			
Infographics and Data Visualisation	Level 5			
Learning and Development	Level 5			
Market Research	Level 5			
Marketing Campaign Management	Level 5			
Marketing Communications Plan Development	Level 5			
Media Strategy Development	Level 5			
Organisational Vision, Mission and Values Formulation	Level 5			
Social Media Management	Level 5			
Stakeholder Management	Level 5			
Strategy Planning	Level 5			
Succession Planning	Level 5			
Technology Scanning	Level 5			
Tourism and Economic Development	Level 5			

**Programme
Listing**

For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism

The information contained in this document serves as a guide.